



Spin Control

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WELCOME

Maryland Wing units have two new PAOs. **SM Sharon Kress** is the new PAO for the Glenn L. Martin Composite Squadron. **SM Roxanne Oakley** is the new PAO for the Harford Composite Squadron.



FIRST QUARTER REPORTS

Thank you to all the unit PAOs who got the 1st Quarter PAO Reports in on time. Maryland Wing units had a number of activities to report during the first quarter. Not only did we have a missing plane mission in Hagerstown that garnered press attention, but PAOs across the Wing generated a variety of the day-to-day activities that keep Civil Air Patrol in the public eye. Here are a few examples:

★ **2nd Lt Doug Barth** (Ft. McHenry Composite Squadron) did a CAP presentation for the Ft. Meade Air Force Chiefs Association.

★ **1st Lt Robert Terry** (Howard Composite Squadron) participated in AIAA Engineering Challenge and did a presentation at Atholton High School about Mars.

★ **1st Lt Gary Kleiman** (Wicomico Composite Squadron) gave CAP presentations to both the Ocean Pines Kiwanis Club and the Salisbury Chamber of Commerce as well as doing three days of on-air interviews at WICO radio.

★ **1st Lt Charles Goolsby** (Maryland Wing Music), host of **Bookman's Corner**, again featured CAP on the program. **Capt Kay Joslin Walling**(MDWG HQ) discussed **Flying Minutemen** and the modern Civil Air Patrol for the March segment that airs on Channel 33 Arlington Community television.

★ **SM Allan Wright** (Montgomery Senior Squadron) did a training session for unit members on how to deal with the press, especially during an aircraft incident or accident.

IDEAS FOR KEEPING THE "PUBLIC" IN PUBLIC AFFAIRS

Part of public affairs is keeping members informed of CAP activities through newsletters, articles to CAP NEWS, and other internal means. An equally important part is keeping the public aware of Civil Air Patrol activities. There are a number of ways a PAO can make sure his or her unit is known in the community. Local news releases with plenty of photographs are a great way to provide written media coverage, but television and radio are more likely to want an interview. Local elected bodies and service organizations will probably want some kind of presentation. Not every PAO is comfortable speaking in public, appearing on television or doing a radio interview. Someone in the unit probably is com-

fortable in those situations. It is the unit PAO who designs the presentation and makes the connections with the media, the elected officials, and the service organizations.

One of the best ways to keep Civil Air Patrol in the public eye is a presentation to local elected bodies and service organizations. Here is a step-by-step checklist you can use for arranging a presentation to County Commissioners.

✓ **Design the presentation.** Unless you are very familiar with presentation design, CAP regulations regarding what can be released, and public speaking MDWG/PA suggests you use *CAP: Where Imagination Takes Flight*. This is a prepared 10 minute PowerPoint presentation about the history, current missions, and activities of Civil Air Patrol. The formal presentation should not be over 10 minutes.

✓ **Decide on the presenters.** The unit PAO or commander are the best people to do the presentation, but someone who doesn't feel comfortable as a speaker won't make the best impression. Find a senior member in the unit who is a good public speaker. The main speaker should be a senior member. The secondary speaker should be a cadet. If you absolutely do not have anyone in the unit who feels comfortable, contact MDWG/PA.

✓ **Write the County Commissioners** and request placement on the agenda of a future meeting in order to make a presentation about Civil Air Patrol. The letter should be written to the head of the County Commissioners. To find out the name, mailing addresses, and meeting dates go to the Maryland Electronic Capital at <http://www.mec.state.md.us>. Click on "Counties" then the name of the county about which you want information. When the county page appears, click on the Maryland Manual Online link to the county. You will then get a page that lists all kinds of information about the county. The Legislative Branch link provides the names of all County Commissioners, contact information, and the days and times of meetings. The Executive Branch link gives names and contact information about all county officials including the sheriff, county administrator, director of emer-

gency management, school superintendent, and fire marshall. You will probably receive a call or letter from the Commissioner's secretary arranging the presentation.

✓ **Prepare information packets.** Information can be contained in a pocket folder or a large envelope. Whatever is used should look professional. Include copies of the membership brochure for senior members and cadets, reprint articles from *Private Pilot* and *Plane and Pilot*, *CAP Fact Sheet*, *Maryland Wing Fact Sheet*, and *Propwash*. Also include a copy of your CAP business card and information about the squadron such as Commander's name and contact information, meeting day, time, and location and any upcoming special activities. Prepare enough packets so that each County Commissioner, the County Administrator, the Director of Emergency Management, the Sheriff, the Fire Marshall, and the press get a packet. It is better to have too many than too few.

✓ **Arrange final details.** The week before the presentation, call the commissioner's secretary to work out the final details. If you are using any special equipment (television, overhead projector and screen, LCD projector, etc.) ask if the county can provide the equipment or if you will need to bring your own. Usually the county can provide at least an overhead projector, screen, and table on which to set them.

✓ **Practice, practice, practice.** Not only will you want to practice the formal presentation so that times and visuals work smoothly, but you will also want to practice answering questions about various aspects of CAP.

The day of the presentation, get there about 30 minutes prior to your presentation. Make sure your uniform is inspection ready. When your name is called, paste a big smile on your face and prepare to dazzle them with your presentation.

Check out the new Maryland Wing Public Affairs site on the MDWG Website. Click the "NEWS" link at the top of the page to enter. Everything you need is right at your finger tips.